



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: Linda Dillenbeck, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: April 17, 2018

Subject: Event Notification Banner Program

At the request of the TDC, the following is summary of the city's tourism event notification banner program approved by City Council on November 8, 2011.

On July 5, 2011 due to a change in state law regarding temporary signs in the public right-of-way, an amendment to the city's zoning ordinance was considered and approved by City Council. Subsequent changes include the removal of special event signage from the zoning ordinance into Chapter 22 of the City Code which regulates special events.

Included in the 2011 zoning amendment was a consideration to place event directional banners in the public right-of-way for qualified events with the objective to provide traffic mitigation and way-finding.

Using the event directional sign options outlined in the zoning sign text amendment as well as feedback received from city sponsored events, staff developed the event directional banner program that allowed placement of banners in the public right way for events that met the following criteria:

Meet Tier 1 funding criteria as outlined in the City's Matching Event Advertising Fund program criteria, be a city-supported event under the City's Community Event Funding Program or be held in a city owned, operated or controlled venue and meet one of these funding criteria

The intent for placing event directional banners in the public right of way is to provide traffic mitigation, way finding and direct people to qualifying large tourism driven events. Therefore "Tier 1" events which generate high attendance levels and well as attract numerous Scottsdale over-night visitors over a short period of time qualify. In addition, community events qualify to assist events that are of general community interest and designed to attract community wide participation.

The following are banner locations identified in the event signage section of the City Code. Locations were determined by hardware availability as well as event directional banner program objectives:

Horizontal banners: Scottsdale Road and Rancho Vista Drive; and at Scottsdale Road and Earll Drive.

Vertical banners: Drinkwater Boulevard; Goldwater Boulevard; Frank Lloyd Wright Boulevard from Scottsdale Road to the west side of the west frontage road of Loop 101

Due to no hardware at the following locations banners are not currently placed.

Vertical banners: East side of Scottsdale Road from the south side of Loop 101 to Butherus Drive; Greenway-Hayden from Scottsdale Road to Frank Lloyd Wright Boulevard, and Bell Road from the east frontage road of Loop 101 to Thompson Peak Parkway.

Under the current program the cost of the banner production installation and removal of a banners are paid for by the event. The city's street maintenance department provides installation and removal of banners. Currently eight events participate in the program.

If the commission would like to consider changes to the program staff will proceed accordingly.



Event Directional Banner Request FY17-18

When submitting an application to display horizontal or vertical directional street banners, certain requirements will need to be satisfied by the applicant. These requirements are as follows:

- Qualified events must:
 - ✓ Meet Tier 1 funding criteria as outlined in the City's Matching Event Advertising Fund program criteria, be a city-supported event under the City's Community Event Funding Program or be held in a city owned, operated or controlled venue and meet one of these funding criteria
- Please contact the Tourism & Events Department to check on availability of banner locations before completing the application. We can be reached at 480-312-7177.
- Applications are reviewed in the order that they are received. If event dates coincide, efforts will be made to place banners for multiple qualified events.
- Banner applications can be submitted no sooner than twelve (12) months prior to the date of the event and must be submitted a minimum of 60 days prior to the event.
- Banners are allowed for qualified events, subject to city regulatory requirements. The banner must contain the event title, date, and location. Logos shall be limited to twenty (20) percent of the total banner.
Approval of banner mock up is required prior to installation.
- The cost of the production, installation, and removal of a banner will be paid by the event producer.
- The maximum period horizontal or vertical banners can be displayed is thirty (30) consecutive days.
- The following are the required banner specifications:

Vertical Light Pole Banners 30"w x 96"h
Horizontal Banner (Across Street) 360"w x 32"h
Banner Sleeves 3/4 inch diameter
Banners are 2-sided

- Questions and Applications should be submitted to:
City of Scottsdale Tourism & Events Department
Attention: Holli Shannon HShannon@Scottsdaleaz.gov
480-312-7177

Event Directional Banner Request

APPLICATION		
Date of Application		
Name of Applicant		
Business Address		
City	State	Zip
Phone	Email	Website
EVENT INFORMATION		
Event Name		
Event Dates	Event Location/Address	
Banner Verbiage/Title		
Has this event displayed street banners in Scottsdale in the past? _____ YES _____ NO		
How does your event qualify? Please select one: _____ Meets Tier 1 funding criteria _____ City supported under the City's Community Event Funding Program _____ Held in a city owned, operated or controlled venue and meets one of the above funding criteria		
Please provide a detailed narrative to describe the type of event and the name of all organizations involved.		

PROPOSED LOCATION AND DISPLAY DATES

Banners are typically installed and removed on the weekend. Banner may be displayed for longer than requested. Banners may not be displayed for more than 30 consecutive days.

Please select all locations that you are requesting and your proposed display dates.

Horizontal Banners (2)

____ Scottsdale Rd. at Rancho Vista Drive (1)

____ Scottsdale Rd. at Earll Drive (1)

Proposed Display Dates

Vertical Banners (163)

____ Frank Lloyd Wright Blvd. (47)

From Scottsdale Rd. to the west side of the west frontage road Loop 101

____ Downtown Couplets (116)

Goldwater North of Highland (13), Goldwater from Osborn to Camelback (46) Drinkwater from Stetson to Earll Drive (57)

Proposed Display Dates

INDEMNIFICATION

By submitting this application, or providing a banner to be placed, you and the event producer agree to the following on behalf of the event producer (and you warrant your authority to bind the event producer to these things and the rest of this application): The event producer and its successors, assigns and guarantors shall defend, indemnify and hold harmless the City of Scottsdale, its agents, representatives, officers, directors, officials and employees from and against all allegations, demands, proceedings, suits, actions, claims, damages, losses, expenses, including but not limited to, attorney fees, court costs, and the cost of appellate proceedings, and all claim adjusting and handling expenses, related to, arising from or out of the banner and its installation, use and removal, including without limitation any such matters resulting from the negligent or willful actions, acts, errors, mistakes or omissions caused in whole or part by the City of Scottsdale.

Applicant Initials: _____

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant:

Date:

Warehouse address for drop-off and pick-up:

City of Scottsdale-Warehouse

9191 E San Salvador Dr.

Scottsdale, AZ 85258

Attention: Reggie Fitzpatrick

480-312-5637

Banners should be picked up no later than 2 weeks after the conclusion of the event.

Banners not picked up in the specified time period could be disposed of.

Approval of banner mock up is required prior to installation.

DIRECTIONAL BANNER HARDWARE- STREET LOCATIONS



Legend

Scottsdale City Boundary

Downtown Area

Banner Hardware Locations

Existing

Proposed

Canal Lines